

Particular People Are Coming To Hecht & Co's Furniture Store for The Gift Individual — Where The Service Is Best.

What Better Gifts Than R-U-G-S



Start to Pay After Xmas!

\$25.00 Axminster Rugs, size 9x12 feet \$16.45
\$22.50 Velvet Rugs, seamless; 9x12 feet \$13.85
\$17.50 Brussels Rugs, seamless; 9x12 feet \$12.65
\$3.75 Velvet Rugs, size 36x72 inches \$2.49
\$4.00 Axminster Rugs, size 36x63 inches \$2.69
\$2.00 Axminster Rugs, size 27x54 inches \$1.39
\$1.25 Velvet Carpet, for halls and stairs, yard 89c
75c Brussels Carpet; designs suitable for stairs, yard 49c
\$17.50 Axminster Rugs, size 6x9 feet; special \$12.75
1c Olde Tyme Bath Rugs; size 27x54 inches 69c
\$1.00 Axminster Rugs, size 18x36 inches 79c
Guaranteed Carpet Sweepers, \$1.79

This Solid Mahogany Muffin Stand

(Like Picture.)
\$5.95
 A dainty gift that's "different." Of solid mahogany with shelves hollowed out of solid wood, not veneered.
 25c a Week

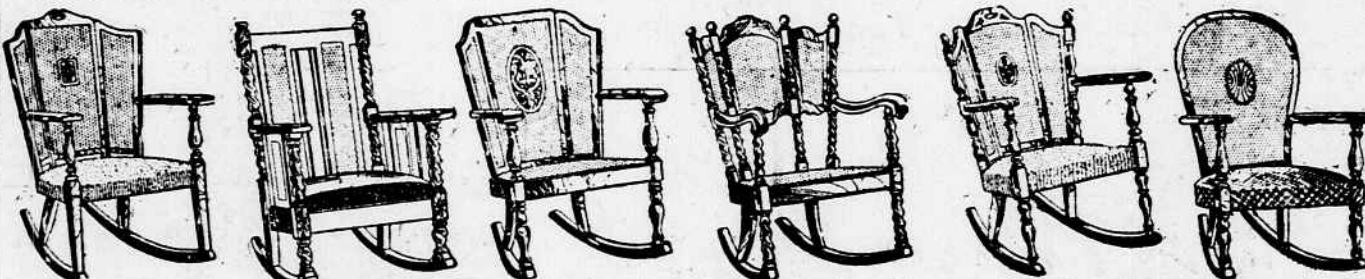


Solid Mahogany Gate Leg Table \$13.65
 Cabinet made and hand finished in antique mahogany. A worth-while gift to the home lover.
 50c a Week.



A Section of Our Furniture Gift Shop

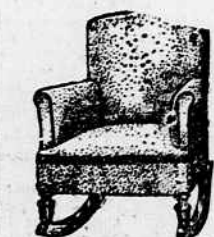
\$30.00 Solid Mahogany Hand-Carved Rockers



Classic Period Reproductions in Tapestry or Cane Seats and Backs
 A beautiful and useful gift for father, mother, husband or wife, friend or relation which will afford no end of comfort and pleasure for many Christmases to come. (Armchairs to match all Rockers same price.)
\$18.75
 50c a Week Pays for Any One



This Ladies' Desk, \$8.75
 25c a Week.
 Constructed of golden oak or mahogany. We couldn't suggest a more sensible gift.



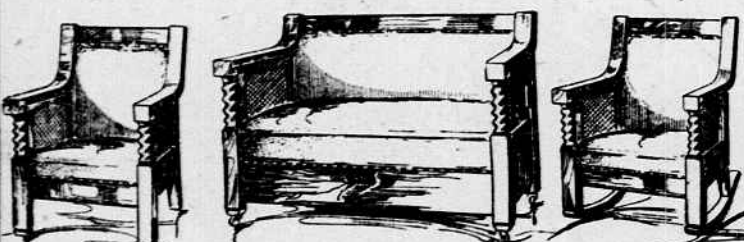
Genuine Leather Library Rocker, \$18.75
 50c a Week.
 A big and comfortable rocker that will endure for years. Best of workmanship and materials.



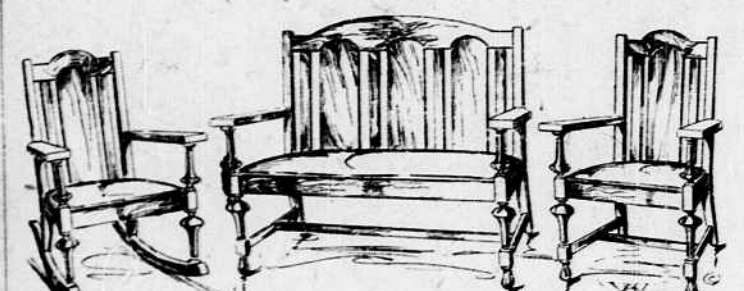
Hundreds of Beautiful Pictures \$1.00
 In handsome gold or artistic hardwood frames. Large variety of subjects.



OAK ROCKER \$1.98
 Wood seat and spindle back; oak or mahogany finish.



Charles II Divanette Suite \$63.75
 Consisting of armchair, divanette (with mattress) and a rocker. Jacobean finish. Imitation Spanish leather seats; cane panels.



William and Mary Library Suite \$37.50
 Consisting of a rocker, sofa and armchair. Constructed of selected oak in the rich brown fumed finish. Best grade of imitation Spanish leather seats.

Join Our "100" Bedroom Club and Get 32 Articles Free



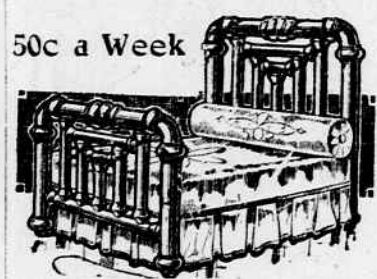
This Is the Six-Piece Bedroom Outfit at... \$58.75

This is the same bedroom outfit we've always sold at \$58.75—our permanent special that has made a reputation for our furniture department. And we can't make it any too plain that quality has not been sacrificed in order to advertise this remarkable offer.

The outfit as shown in the picture consists of a massive two-inch Brass Bed, one Mahogany Dresser, a Chiffonier to match, a Toilet Table, one Chair and a Rocker to match.

No First Payment \$1.00 a Week

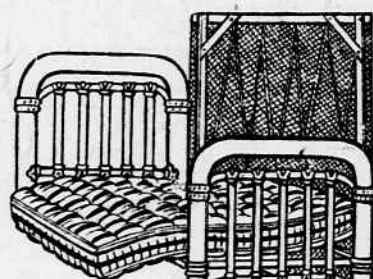
IMPORTANT NOTICE—Every member of the Hecht "100" Bedroom Club is presented with a book containing coupons which, when properly indorsed by a member and presented to the dealers whose names appear on same, are redeemable for the articles advertised thereon **ABSOLUTELY FREE**.



This Massive Brass Bed \$17.85
 Elaborately designed, with two-inch continuous posts and extra large inner rods; satin or bright finish; guaranteed lacquer.
 25c a Week.



This Fumed Oak CELLARETTE \$9.85
 Complete with 2 packs of playing cards, brass smokers' set, poker chips, etc.
 25c a Week.



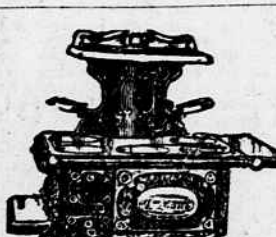
This White Enamel Bed Outfit Complete \$8.95
 Two-inch continuous-post bed, soft-top mattress and a woven-wire spring, exactly as shown.
 25c a Week.



Child's Oak Rocker 98c



This Child's Oak Chair 98c
 Wood seat and adjustable tray; strongly constructed.



This Large Coal Range \$16.85
 50c a Week.
 With warming shelf. Guaranteed to give the most satisfactory service; pipe and elbow **FREE**.



This Parlor Heater \$4.98
 25c a Week.



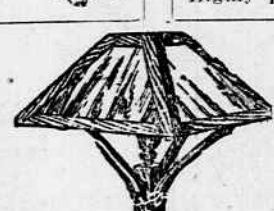
The Improved "Model" Gas Range \$7.65
 It will do the work of more costly stoves and at a minimum expense. Has three fire plates and large oven warranted to bake satisfactorily.



Mahogany Colonial Secretary Bookcase, \$46.75
 Cabinet made and hand finished; a very artistic piece of furniture that any home may well prize. Exactly like the picture.



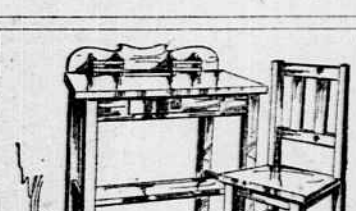
This Mahogany Table \$6.45
 25c a Week.
 A very desirable pattern, with three roomy drawers, divided into compartments; dull finish.
 Like the Picture.



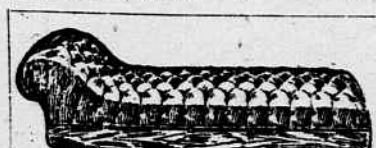
This Mission Electric Lamp \$1.59
 25c a Week.
 Light, complete with cord and socket.



This Artistic Sewing Basket 79c
 25c a Week.
 Folds up when not in use. Top bag is made of cretonne. Choice of pink, yellow, etc.



This Fumed Oak Den Set (Like Shown) \$4.98
 25c a Week.
 Writing Desk, Chair and Waste Basket.



This Full Size Couch \$6.75
 Golden oak frame, with carved feet; covered in a good grade of imitation leather.

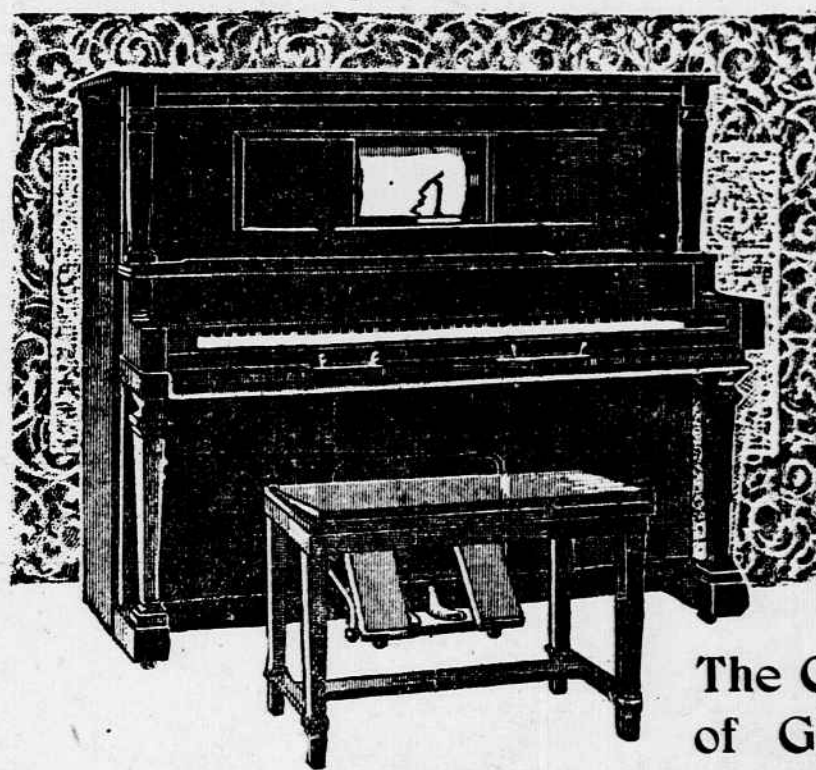


Massive Punch Bowl Set, \$1.39
 Consists of an imitation cut glass bowl, 18 inches in diameter; a stand and ten glasses to match.
 No C. O. D. Phone or Mail Orders.



White Enamel Bath Stool 49c
 Has rubber tips.

\$1.50 a Week Pays for This Marvelous Player-Piano \$369



The Gift of Gifts

30 Days' Free Trial—No First Payment

Let us send this wonderful 88-note Player-Piano to your home NOW. Keep it in your home 30 days free, then start to pay next year.

Its tone is rich and sweet; its interpretation is supreme; its touch light and responsive; its action is perfect, and its case is modeled after the latest types, of highly polished mahogany.

You have listened to the musical wonders wrought by a pianist—now with this remarkable player you, like him, can play what you like when you like—the musician—not the passive listener.

Free Bench, Scarf and 15 Music Rolls

We'll Make a Liberal Allowance on Your Old Piano in Exchange for One of These New 88-Note Players

Bargains in Slightly Used Pianos

One \$198 Used Piano (fair condition) \$129
 One \$198 Used Piano (good condition) \$169
 One \$248.75 Used Piano (good condition) \$185
 \$1.00 a Week Pays for It. \$1.00 Weekly Payments. \$1.00 a Week Pays for It.

25c a Week Pays for This Outfit

This Grafonola 25

And 10 Selections
 (On 5-Inch Records)

All for \$25.75

10 Days' Free Trial

No First Deposit Needed



Obeys that impulse! Order this outfit NOW and have music, REAL MUSIC, in your home for Christmas. You certainly can't offer an excuse for not being able to Grafonolize your home when we offer an inducement like this.

Hecht & Co.
 Seventh Street Near F